

For Immediate Release

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Over 300 Individuals Will Shave Their Heads to Raise Funds for Childhood Cancer Research

Keaton Raphael Memorial to Host 8th Annual St. Baldrick's Celebration

WHAT Over 300 men, women and children have pledged to shave their heads to raise funds for childhood cancer research at the annual St. Baldrick's Celebration hosted by the Keaton Raphael Memorial. To date, over \$52,000 has been raised by event participants who have agreed to shave their heads in return for pledges of financial support from friends and family members.

WHEN **Saturday, March 13, 2010**
Noon - 4:00 p.m.

WHERE **Westfield Galleria at Roseville Center Court**
1107 Galleria Blvd.
Roseville, CA 95678

VISUALS **Live head shavings begin at noon.**

*** Local celebrities and notable participants who will have their heads shaved include:**

- Placer County Supervisor, Rocky Rockholm
- Roseville City Planner, Mike Isom
- City of Roseville Planning Commissioner, Robert Dugan
- Dry Creek School Board Trustee, Scott Otsuka,
- Roseville Chamber of Commerce President, Aldo Pineschi
- GM Galleria at Roseville, Gavin Farnam
- Publisher, Style Media Group, Wendy Sipple
- Roseville Police Department
- Placer County Sherriff's Department
- Rocklin Police Officers Association
- Rocklin Fire Department

***Family Head Shaving** - Team "We love Nolan" is shaving in support of one year old Roseville resident, Nolan Sandvos. The team includes the parents, grandma, grandpa, aunts, uncles and a 10 year old female cousin.

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About St. Baldrick's Day

St. Baldrick's began as a casual conversation between friends and has exploded into the world's biggest volunteer-driven fundraising program for childhood cancer research! Over the past nine years St. Baldrick's head-shaving events have been held in 18 countries and 48 states in the U.S., and has shaved more than 72,000 to raise over \$50 million.

About Keaton Raphael Memorial

The Keaton Raphael Memorial is dedicated to supporting children with cancer and their families by providing emotional, educational, and financial support, while increasing awareness and funding research towards a cure. Over the past seven years, the Keaton Raphael Memorial has raised over \$1million at local St. Baldrick's celebrations and shown over 1,000 heads.